

# Contract # 339694

Schedule Dates 11/03/12-11/06/12  
Advertiser Pol/Iss/American Crossroads (13324)  
Agency/T-Code Crossroads Media (1218)/055317791  
Product Political - Issue (1068)  
Brand ISS/AMER. CROSSROADS (140910)  
Salesperson Telerep/Washington DC, Washington DC (1040)  
Sales Office Telerep/Washington DC  
Buyer Name MARONEY,STEPHANIE  
Phone/Fax /  
CPE 11/27/1339  
Account Types National/Political  
Billing Type Standard  
Comments AMER CROSSROADS  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214



Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Date Entered 11/01/12  
Last Modified 11/05/12  
Entered By Mary Beth Halas  
CO-OP Yes  
Headline # 06402255  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$7,128.75  
Net Total \$40,396.25  
Sales Tax

**Pittsburgh (WPXI)**  
By Broadcast Month  
Nov. 2012 26 \$47,525.00  
Grand Total: 26 \$47,525.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	10A- Ellen	1								1	\$675.00	\$675.00	Pittsburgh (WPXI)	ELLEN 10-11A/1	11/1/12
2.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	11A- Anderson	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	ANDERSON 11A-12N/2	11/1/12
3.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	12:30P- The Doctors 1230-130P	1								1	\$275.00	\$275.00	Pittsburgh (WPXI)	THE DOCTORS 1230-130P/4	11/1/12
4.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	11:59A- Channel 11 News At Noon	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	NOON NEWS/5	11/1/12
5.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	1:30P- Today Show 130P	1								1	\$575.00	\$575.00	Pittsburgh (WPXI)	TODAY SHOW 130-230P/6	11/1/12
6.0	Normal Line / Spot	11/05/12-11/05/12	4	:30	2:58P- Days Of Our Lives	1								1	\$500.00	\$500.00	Pittsburgh (WPXI)	DAYS OF OUR LIVES 3-4P/7	11/1/12
7.0	Normal Line / Spot	11/05/12-11/05/12	3	:30	4:28A- Channel 11 News 430A	1								1	\$175.00	\$175.00	Pittsburgh (WPXI)	NEWS 430-5A/8	11/1/12
8.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	4:58A- Channel 11 News 5am	1								1	\$825.00	\$825.00	Pittsburgh (WPXI)	NEWS 5-530A/10	11/1/12
9.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	5:29A- Channel 11 News 530am	1								1	\$1,125.00	\$1,125.00	Pittsburgh (WPXI)	NEWS 530-6A/112	11/1/12
10.0	Normal Line / Spot	11/05/12-11/05/12	2	:30	9A- Today Show 9a	1								1	\$825.00	\$825.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/19	11/1/12
11.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	10:59P- CHANNEL 11 NEWS AT 11P	1						1		1	\$4,200.00	\$4,200.00	Pittsburgh (WPXI)	11-1135P/20	11/1/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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12.0	Normal Line / Sports-Football	11/03/12-11/03/12	3	:30	3:28P- Notre Dame Football							2		2	\$7,500.00	\$15,000.00	Pittsburgh (WPXI)	PITTSBURGH VS. NOTRE DAME 330-7P/22	11/1/12
13.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	6A- 8A (EST)							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	NEWS 6-8A/24	11/1/12
14.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	7:30P- Hines Ward Show 730-8P							1		1	\$675.00	\$675.00	Pittsburgh (WPXI)	HINES WARD SHOW 730-8P/25	11/1/12
14.0.1	Closed Preempt	11/03/12															Pittsburgh (WPXI)	Sports Over Run/Spot -	
15.0	Normal Line / Spot	11/03/12-11/03/12	2	:30	8A- 10:30A (EST)							1		1	\$750.00	\$750.00	Pittsburgh (WPXI)	NEWS 8-1030A/26	11/1/12
16.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$4,500.00	\$4,500.00	Pittsburgh (WPXI)	NEWS 1135P-1235A/28	11/1/12
17.0	Normal Line / Spot	11/04/12-11/04/12	2	:30	5:59P- CHANNEL 11 NEWS								1	1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	NEWS 6-630P/29	11/1/12
18.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8A- 10A (EST)								1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	NEWS 8-10A/30	11/1/12
19.0	Normal Line / Spot	11/04/12-11/04/12	3	:30	12:35A- Law & Order 1230-130A								1	1	\$725.00	\$725.00	Pittsburgh (WPXI)	LAW & ORDER: 1235-205A/32	11/1/12
20.0	Normal Line / Sports- Local Pro	11/03/12-11/03/12	3	:30	2:30P- Pitt/Notre Dame Pre Game							2		2	\$2,250.00	\$4,500.00	Pittsburgh (WPXI)	PITT-ND PREGAME SHOW 230-330P/33	11/1/12
21.0	Revised Line / Sports-Football	11/04/12-11/04/12	3	:30	8:13P- NBC Sunday Night Football								1	1			Pittsburgh (WPXI)	NFL- COWBOYS @ FALCONS 805P-12N/31	11/1/12

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